

# WP9 Valorisation strategy EfVET



## 1. Dissemination objectives

- To disseminate project aims, progress and end products to VET organisations & other stakeholders nationally and Europe wide
- To raise awareness and promote the professionalism of the International Development Officer role using project end products

## 2. Target groups

- International planners & coordinators in VET sector
- Teachers & trainers with international responsibility
- Managers with international responsibility
- Key influencers in VET

## 3. Key stages & timescales

- Agree template for dissemination and exploitation plans in all partner countries. Liaise with all partners re plan production and progress, amend as necessary. **Dec 08 and ongoing**
- Promote the IDOL project among EfVET members and other European networks through web links and EfVET website and newsletter. **Dec 08 and ongoing**
- Round table to disseminate project progress at EfVET annual conference **Oct 09**
- Produce and disseminate electronic newsletters & printed information **as required**
- Ensure all partners have links from their websites to the IDOL project website **Jan 09**
- Identify relevant European &/or national exhibitions/events and ensure representation **Ongoing**
- Produce press articles to inform a wider audience of project progress and outcomes **Ongoing**
- Participate in final conference in Sevres **Oct 2010**

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### 4. Monitoring of dissemination activities

The attached Dissemination & exploitation of results/products/processes template should be used to record activities on a regular basis linked to the above results. Intangible results such as increasing awareness, changing attitudes and improving quality should also be recorded on the template and supporting evidence kept. This will help us to have all information ready at the interim and final report stages.

### 5. Exploitation strategy

We will use our European network to consider the possibilities for exploitation of the project end products. Commercialisation or free use by others will be considered as we progress with the needs analysis and product development. We will communicate the views of target groups at project meetings so that a strategy can be agreed by all partners.